

Company

## McCALL STARTING A BOOK DIVISION

Initial List of 30 Planned for  
'70 by Magazine Publisher

By HENRY RAYMONT

The McCall Publishing Company, which issues McCall's, Redbook and Saturday Review, has abandoned a year-old attempt to acquire an established book publisher, and instead will form its own book division. A list of 30 books is planned for the spring of 1970.

The decision will be announced today by Edward F. Fitzgerald, president of McCall. The director of the book division will be Robert Stein, former editor of McCall's magazine and Redbook and a vice president of the parent company.

In an interview, Mr. Fitzgerald characterized the creation of the book division as "probably the most ambitious and certainly the best-financed attempt in recent publishing history to establish a new imprint for high-quality books on all subjects for a general public."

Mr. Stein, a former English literature instructor at City College, disclosed that about a dozen books were in the process of being signed up in biography, poetry, history and the social sciences, but he said it was too early to be more specific. It was known, however, that McCall has recently approached Arthur M. Schlesinger Jr., the historian; John Ciardi, the poet, and Margaret Mead, the anthropologist.

McCall was also reported to have offered more than \$1-million for Mrs. Lyndon B. Johnson's diaries, which Mr. Stein said would become a joint venture between McCall's magazine and the new book-publishing concern should the company make the winning bid.

McCall paid \$1-million last October for magazine rights to Senator Robert F. Kennedy's papers on the Cuban missile crisis, but the book, "Thirteen Days," was published by W. W. Norton.

Mr. Stein said that while in the past McCall had published mail-order books using such major publishers as Random House and Simon & Schuster for distribution, the new division would develop its own distribution, promotion and marketing organization.